

A.S. KNOWLES

DRY GOODS Co.

The Prices in this Sale Are
Absolute:
The Values Unexcelled.
Don't Wait for Better Bargains:
Your Money is Worth its Maximum Today.

A.S. KNOWLES

DRY GOODS Co.

What Your Money is Worth To-day.

This doesn't mean in dollars and cents, but in matters of merchandise and the necessities of life. Your dollars are of no value to you within themselves; their value is regulated solely by the things for which they may be exchanged. As the prices of articles are reduced, the value of your money increases, like a giant, business see-saw bearing the finances of the world at one end, and the merchandise at the other. In your relations with us, you represent the holder of money, and we, the holders of merchandise, consequently, as our prices are lowered, your money becomes more precious in that it will buy more goods and bring you more returns. In watching the market of goods, you are simply watching the market of your money; in buying our bargains, you are buying our profits. Post yourself by this ad. See what your money is worth NOW.

Men's Wear.



Selecting Shirts is one thing, but paying for them is another. Every man wants something neat and dressy, but that price mark is the stand-off. Here is what we propose to do for you today:

The swell \$2 Coat Shirt in all colors and patterns, cuffs attached.....\$1.69
This means a saving of 31c on every purchase.
WASH TIES—Representing the fad of the season in the broad well supported four-in-hand. They wash as easily as your hands do. Worth 29 cents; today.....21c

Window Shades 25c

This means that a quarter will buy you a splendid shade in most any color, mounted on good spring rollers that never fail to roll. It means that we are offering you such a bargain as occurs only once in awhile and that today is the time to buy.....25c
DRAPERIES—Silkolines, worth 12 1-2, today, special.....10c
Swisses, dotted, figured and plain, worth 12 1-2c, today.....10c
Cretons in Floral and Oriental designs worth 15c at 12 1-2c; the 12 1-2c grade 10c, and the 10c grade 8c.
TWENTY PER CENT. DISCOUNT ON ALL TRUNKS, BAGS, AND SUIT CASES.

Silks and Dress Goods

Today brings a list of selected values in this department that should appeal to you with a two fold meaning. First, the goods are seasonable, delicate and rich; next, the prices are what they should be—little.
WASH SILK VALUES—Very delicate quality.....25c
Wash Silks.....33c
Wash Silks.....49c
36 Inch Dotted Jap Silk.....49c
Solid Color Taffeta, worth 75c, at.....49c
Fancy Pompadour, Jap Silk.....49c
Colored gray and fancy Plaid Silks, worth \$1.25; today.....89c
COLORED DRESS GOODS—Danish Cloth, in dainty shades of rose, light blue, pink, red, cream and black.....25c
36 Inch Panama, in the swell new grey Plaids, 59c

Ladies' Furnishings.

Penny saving is so pronounced in these garments it's scarcely necessary to call them to your attention. All we wish to impress is, the garments are worth their first cost, and are bargains at the prices you see.

Ladies' Richeileu Ribbed Vests, taped arm and neck; the regular 10c seller, today.....8c
Ladies' black lawn corset covers, lace trimmed, making an exceptionally good 75c quality, today.....50c
Ladies' pink and blue silkoline vests, worth 50c, today special.....39c
Ladies' tape girdles with hose supporters in front.....49c
Children's muslin drawers, three small tucks along hem, sizes 4, 5, and 6.....12 1-2c

Wash Goods Half Price

Great Sale of Light Weight Summer Fabrics

Still after those Wash Goods, but this time with prices that will almost force the fabrics from their shelves. This week must end the thing: must give us clean shelves and plenty of space, that we may start anew with the season. What we propose to do is to sell one half by giving away the other. Do you think we can do it?

Venetian Veillette, a dainty novelty worth 12 1/2c, Monday.....6 1-4c
Holly Batiste, also a regular 12 1/2c seller, Monday.....6 1-4c
Swiss Muslin. This has been priced and sold all summer at 15 cents. Tomorrow.....7 1-2c
Irish Dimity, another dainty 15c fabric, Monday.....7 1-2c
Wool finish Batiste, worth 20c, Monday.....10c
Three distinct creations; French Organdie, Tanjore, Crepe and Pixie Grenadine, worth 25c, Monday.....12 1-2c
Regal Silk Embroidered Swiss, Embroidered Linen Novelty and Figured Ponge, worth 35c, at.....17 1-2c
Mouseline de Fleur, a delicate fabric in floral figures, worth 35c, Monday.....17 1-2c
Mouseline de Croisse, worth 39c, Monday.....19 1-2c
A world of beautiful French Silk Novelties that sell for 50c and 60c the yard. Monday their price is divided, making the 50 cent qualities 25c and the 60 cent grades.....30c

Excellent Suit Values.

Reductions that Sound Almost Absurd.

As the new goods come in, the old are fairly pushed from their places and spread out at prices that will take them away in a hurry. We intend for this week to affect a complete and final clearance, and to accomplish all that such give-away prices should accomplish. First, we offer:

Our entire line of Wash Suits and Dresses that have been priced and sold all the season for \$12.50, Today.....\$3.50
Only five choice suits left in the Grey and Reseda Pony Jackets and Etons. These are handsomely made and will answer every purpose for early fall. Worth \$15.00, Today.....\$7.95
SEPARATE SKIRTS—One very attractive lot of black voile skirts, some plain, others elaborately trimmed, worth up to \$22.50, Today.....\$7.50
Navy blue and brown Taffeta Silk Petticoats, having a deep flounce and dust ruffle of spun glass worth formerly \$5.00, Today.....\$3.50
Cream Serge, Mohair and fancy skirts made in all of the correct and becoming styles, formerly priced \$12.50, Today.....\$5.00
NEW ARRIVALS—An elegant line of black Silk Petticoats representing the first suggestions of the new season. These are out in their first showing at.....\$5.00

Choice Shoe Models.



There's a deal more to a shoe than having it wear an allotted time, and even more than having it fit and feel comfortable all the while. Styles and models are constantly changing, so to keep step with the day you must have what the day has.

Women's Combination Oxfords and Slippers, patent colt quarters, Mat calf back, Cuban heel. First showing Monday \$3.00
Women's Combination Oxfords and Slippers, plain vici with Cuban heel.....\$2.50
Women's Dainty Patent Tip, three strap Slippers, Cuban heels.....\$2.25
Women's patent Tip, mat top Oxfords, hand turned, common sense heel.....\$2.25
REDUCTIONS—Women's patent colt, mat top, cuban heel, ribbon tie, representing the regular \$4.00 quality, today.....\$2.98
All \$2.50 Canvas Oxfords.....\$1.78
All \$2.00 Canvas Oxfords.....\$1.38
Men's \$5.00 and \$6.00 Oxfords.....\$3.98
Men's \$4.00 Oxfords.....\$2.98

Talk on Towels



No article in your home is in more constant use than towels. This fact makes it necessary that a goodly supply be kept on hand, therefore, if many are to be bought, they should be bought as reasonably as possible. Here is a suggestion for your new supply.

25 dozen, fringed, colored border towels. Not finery, of course, but good, substantial, and by far the best you ever bought for.....4c
O. K., Star and Crescent bath towels, selling always at the standard price 12 1-2c, today.....9c
Extra large bleached Turkish Bath towels, a splendid grade that bring the glow of health, worth 30c, today.....22c
A countless number of Sample Towels, almost every size and style, arranged in Sample Prices.
McLean's Mosquito Netting, put up in pieces of 8 yards each, today.....45c

Great Matting Sale

Every roll of matting in the house is included in this list of big reductions. Simply make your selection and get a rebate that means money and a bargain.

PURE CHINA PRODUCTS—

Best grade of China Matting, \$12.00 quality.....\$10.50
Good grade of China Matting, \$11.00 quality.....\$9.35
The regular \$10.00 China Matting Monday.....\$8.35

JAPANESE CREATIONS—

Best grade of Jap Matting, \$12.00 quality.....\$10.50
The regular \$10.00 Jap Matting, Monday.....\$8.35
About 25 rolls of the \$10.00 Jap grade that have been on hand longer than the rest, will be put out at the special price of.....\$7.50

MOSQUITO BARS—These are made up of the finest net, with small mesh that makes them absolute proof against the little pest. They are in full size for double beds, and are mounted on steel frames to be hung from the ceiling. Prices, \$1.75, \$2.00 and \$3.50.

Notion Necessities.

If it's easy enough to equip your wardrobe with things that are bargain bought, then why not treat your dresser in the same manner. If you save a few pennies on a small purchase, they'll be dollars when you buy in quantities.

Fresh Rose Toilet Water, 5 oz. to the bottle, 19c
Dr. Charles' Healing Soap, a luxury that makes itself a necessity, today.....23c
Batha-sweet Rice Powder, cooling, healing and a delight to use.....19c
Bath Brushes with a long, detachable handle. Ever use one? If not, you've missed half the pleasures and benefits of the bath.....89c and 1.09
Inlaid solid hard wood back hair brushes, today.....33c and 47c
Belmont hair pins, large box of assorted sizes, today.....6c